

Mac OS X: State of the Union

Session 000





Directions for the Platform

Bertrand Serlet VP, Platform Technologies

Maslow: Human Needs

Maslow: Human Needs

Self-Actualization

> Esteem Belonging Safety

Physiological



Apple's Challenges

Define a SW strategy

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11	12	13	14	15	16	17
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Ship Mac OS X Define a SW strategy

WWDC 2001

What is Mac OS X?

WWDC 2001

What is Mac OS X?

Call for action:

Need Apps!

One Year Later . . .

> 3,000 Apps!

One Year Later . .

Thank you!

We Worked Hard, Too

- Mac OS X 10.1 Six months after
- •10.1.1, 10.1.2, 10.1.3, 10.1.4
- New X-only apps (iPhoto)
- Security updates

=> Default on all new Macs

Default on HW 10.1 Ship Mac OS X Define a SW strategy

New Challenges

Innovation **Continual** Improvement **Default on HW** 10.1 Ship Mac OS X **Define a SW strategy**

New Challenges

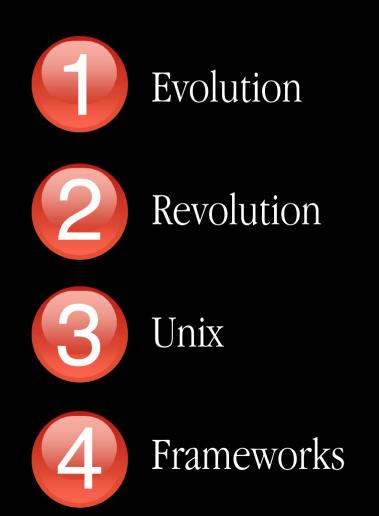
Innovation Continual Improvement

Default on HW

Ship Mac OS X Define a SW strategy

10.1

Where We Are Headed

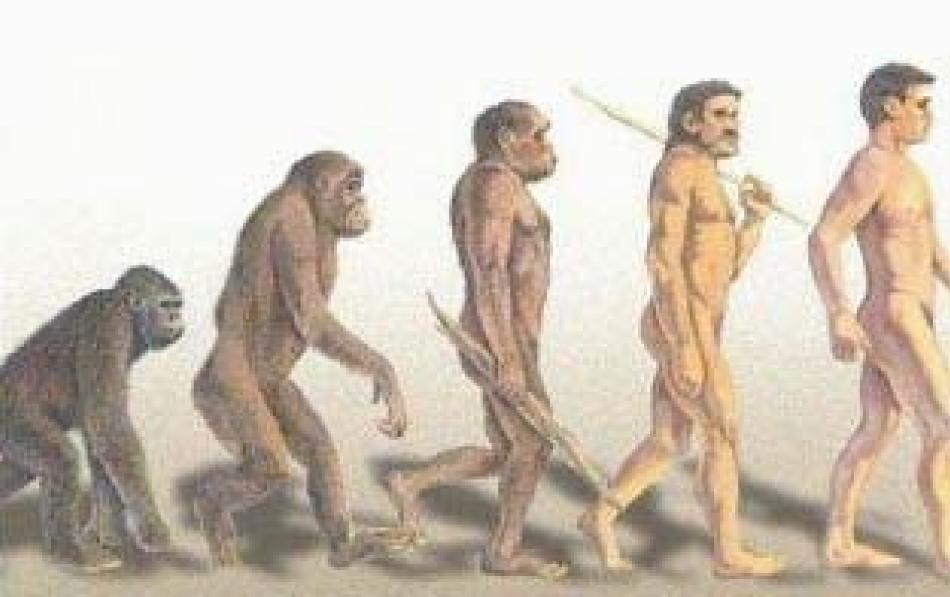


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Where We Are Headed



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Evolution

- Software is like wine:
 - Age it!
 - Start with good grapes

We are committed to maturing Mac OS X

Continued, Incremental Improvements

- •UI
- Architecture
- API
- Security
- Functionality

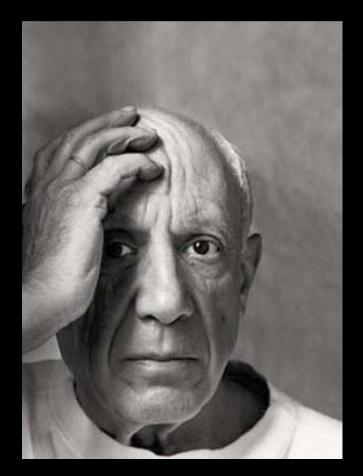
Continued, Incremental Improvements

•UI

- Architecture
- API
- Security
- Functionality

Evolution: UI

Step 1—Creative Genius

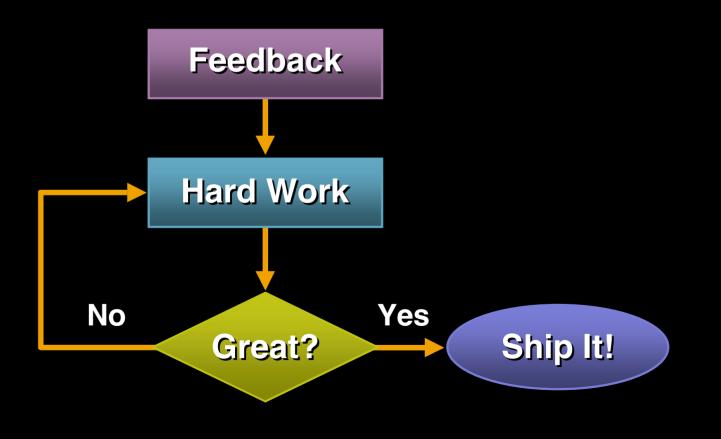


Evolution: UI

Step 2—Big Show



Evolution: UI (More Pedestrian)



Example of UI Problem

- On < DVD insert > launch DVD Player
- •On <iPod insert> launch iTunes
- No control UI





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Digital Hub Panels

- Generalize:
 - On <event> do <action>
- •Architect:
 - Set up UI in Preferences
 - Event driven
 - Need to use daemon

Digital Hub Panels

• Reuse "System UI Server"

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Continued, Incremental Improvements

- ●UI
- Architecture
- API
- Security
- Functionality

Evolution: Architecture

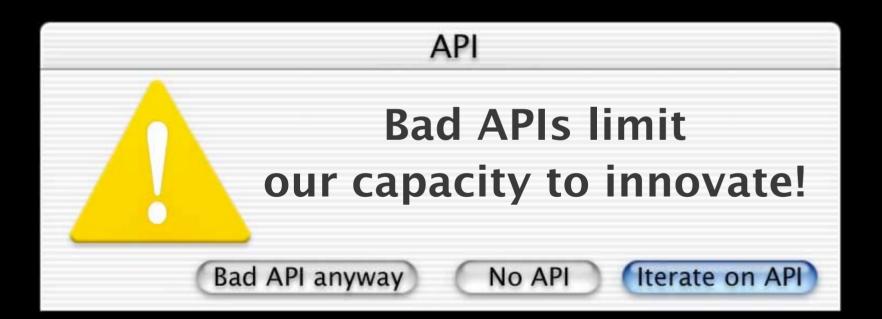
- Solve a real need
- Don't rush; think
 - What is the right place?
- Design
- Implement
- Propagate
- Publish API

Continued, Incremental Improvements

- ●UI
- Architecture
- API
- Security
- Functionality

Evolution: API

APIs are at the core of what we do



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Evolution: API

- Develop culture of high-quality APIs
- Ideal API lifecycle
 - Start as SPI
 - Use in several places; iterate
 - Internal review; iterate
 - Your feedback; iterate
- Focus on blockers (vs. goodie)

Lots of new APIs in Jaguar

Continued, Incremental Improvements

- ●UI
- Architecture
- API
- Security
- Functionality

Evolution: Security

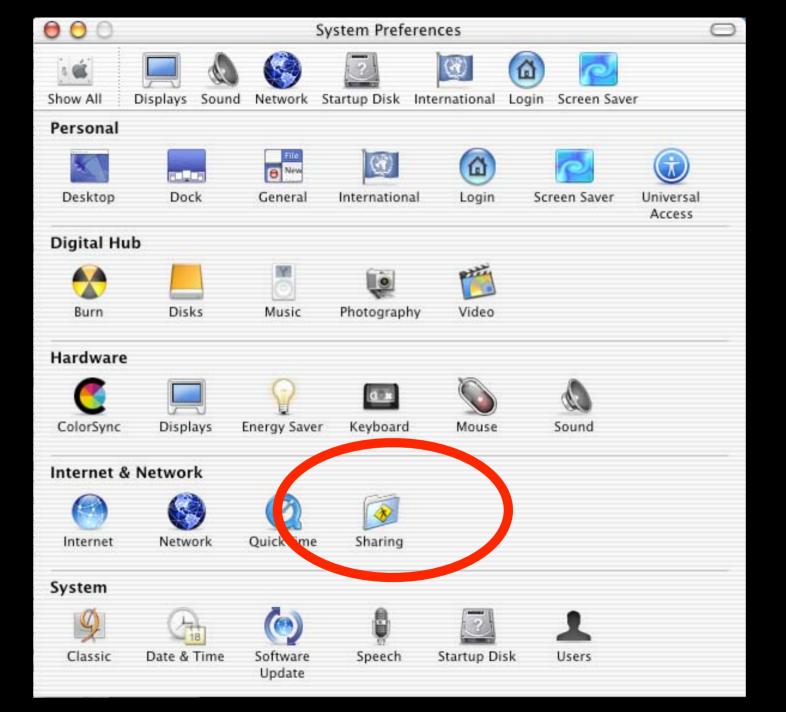
- Quiet but very aware
- Constantly look for and fix potential vulnerabilities
 - Monitor CERT advisories
 - Monitor web, distribution lists
 - Tight relationships with *BSD
- SW Updates

New Security Features

- New APIs
 - Certificates
 - Kerberos
- User features
 - KeyChain + Authorization adoption
 - Encrypted disk images
 - Smart Cards
 - Firewall

Evolution: Security

- Firewall
 - Shipping since 10.0
 - Finally with UI



FireWall

und Network Startup Disk	
: serlbe2.apple.com Used for Web Sharing, FTP, and other IP-based service	s Edit
Services Firewall	n Network Preferences)
Description (Ports) Personal Web Sharing (80, 427) Remote Login – SSH (22)	New
Printer Sharing (631) files while the firewall is on, enable passive FTP mode u	Delete
	Used for File Sharing, AppleTalk, and SLP file servers Local Hostname: Ordinateur-de-Bertrand-Serlet.local. : serlbe2.apple.com Used for Web Sharing, FTP, and other IP-based service (i

Evolution: Security

- Security frameworks
- Common Data Security Architecture
 - Robust
 - Extensive
 - Extensible
 - Open Group standard

Continued, Incremental Improvements

- ●UI
- Architecture
- API
- Security
- Functionality

Evolution: Functionality

- Of course, more user functionality
- Challenge:
 - Increase breadth, retain simplicity Less code for apps
- Simplify user model
- Progressive discovery
- Frameworks

Continued, Incremental Improvements

- •UI
- Architecture
- API
- Security
- Functionality



Evolution

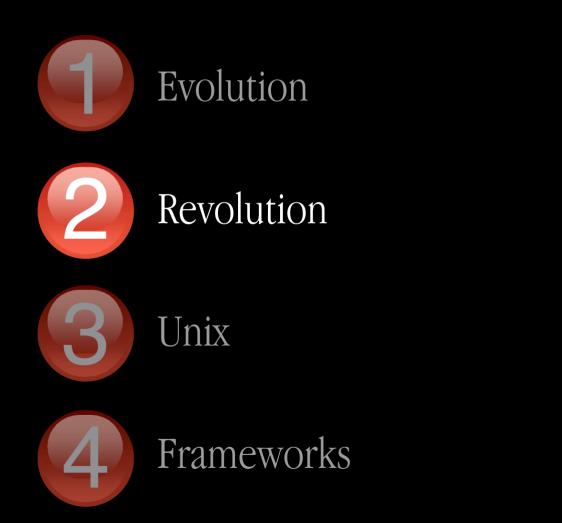
- Across board
- Performance
- Polish—annoying nits
- API—little additions
- Your feedback is key

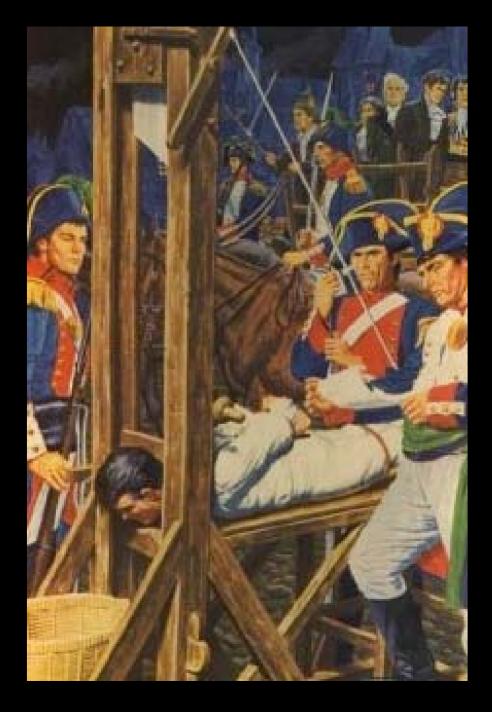
Where We Are Headed



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Where We Are Headed















Revolutionary Trends (Smaller Scale)

- Apple leading edge of technology
- Industry-wide trends

Intelligent Gadgets Everywhere



Intelligent Gadgets Everywhere Technology implications?

Intelligent Gadgets Everywhere Technology implications?

- Threading
- Event-driven
- IOKit
- Multihoming
- Rich Networking
- BlueTooth

- vecLib
- CoreFoundation
- CFNetwork
- QuickTime
- Rapid Dev
- Cocoa

Cafe Computing



Cafe Computing

- Portables: growing segment
- Airport / WiFi / 802.11
- Mobility —Power Management



Ad Hoc Networking When nobody manages the network









Ad Hoc Networking

- Problem:
 - Auto-discovery of neighbors
 - Human-readable names
 - Compatible with usual networking

Solution: AppleTalk ?



+ Dynamic discovery

- + Use plain-English names
- Non standard
- Rejected by IS depts

AppleTalk—RIP

TCP/IP is THE standard



Rendezvous

Rendezvous aka Zero Config aka ZeroConf

Rendezvous

Dynamic discovery over TCP/IP

- Compatible with existing protocols
- Compatible with existing clients
- A new way to use DNS
- IETF Standard: in progress

Rendezvous How does it work?

- 1. lookup("printers")
 - => "Stuart's Printer"
 - => "Brett's Printer"
- 2. lookup("Stuart's Printer") = > 123.45.67.89

Usage

- Defined conventions and policies
- APIs
 - System framework
 - CoreFoundation
 - Foundation
- iTunes, FS, Printing, . . .
- Your apps!





P2P

B2C

P2P

P2P: People To People

P2P: Mail



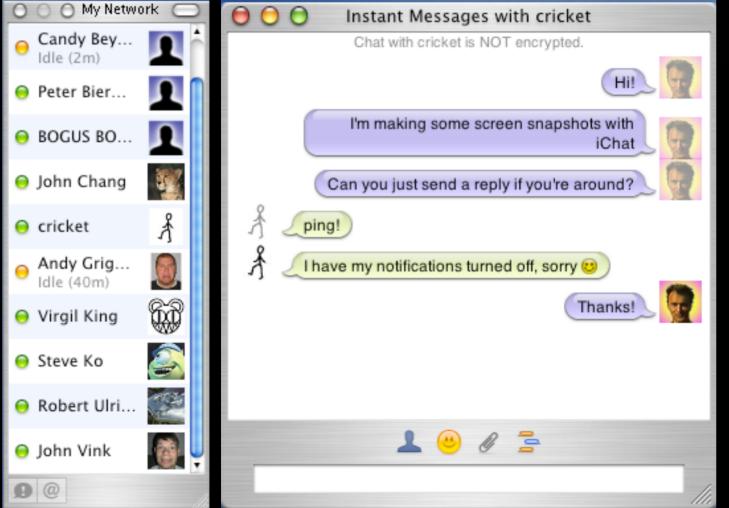
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ちゃんも体に気を付けてくださいね。8月の夏休みには遊びに行きます。



P2P: iChat



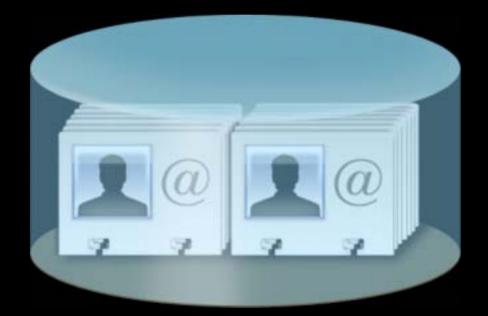


P2P: Address Book



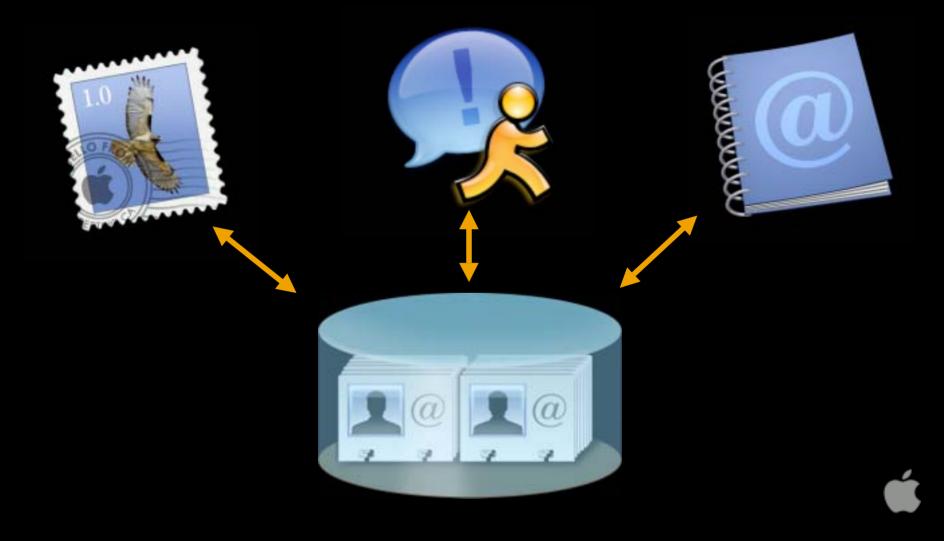
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P2P: Address Mgmt



Hub of communication apps

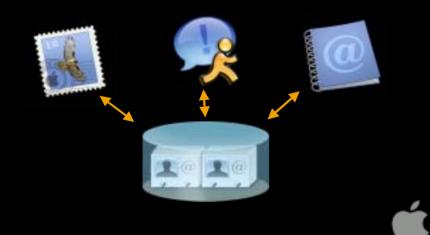
P2P: People to People



Innovation: Thrusts









Innovation

- Leverage our strengths
 - We integrate HW and system SW
 - Great platform to start with
 - Great technologies
 - Ease of use
- Sharing the same vision

Where We Are Headed



Where We Are Headed



Sends other UNIX boxes to /dev/null.

"My PowerBook G4 is now running every major UNIX app that we had on our Suns, AlphaStations and SGIs – and running them faster."

-Mark Coben, Pb.D., Professor, Brain Mapping Center, UCLA

"This new OS has accomplished in a short period of time what others have struggled to do for years: bring a compelling,widely accepted GUI (called Aqua) to UNIX." -Tim O'Reilly, O'Reilly Network

"After two-and-a-half years of Linux, I've finally found joy in a UNIX operating system. And I found it when I purchased a Macintosh—the first one I've ever owned." —John Hummel Jr., The Gamers' Press

"Until Mac OS X came along, 1 had three machines on my desk. Now with Mac OS X, I can use one computer for writing, coding, research, everything."

- Dr. Michael Cherry, Associate Professor, Department of Genetics, Stanford University

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952 Netscape 6 951 Addae Plat 958 perl 946 apache 945 ADarwinista 944 sinit 935 trah 932 XDarwin	0.7% 0:13.78 2 72 523 0.7% 0:16.12 3 117 280 0.7% 0:80.93 1 20 185	20.7M 24.8M 33.9M 129M 8.88M-36.2M 20.0M-120M- 1.65M 2.22M 2.10M 6.29M 5.6K 270K 244K 1.29M 1.04K 1.10M 652K 2.9M 1.04K 1.10M 652K 5.72M	ule of life
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"OS X has all the power you expect from a UNIX box, but none of the hassle associated with basic UNIX system administration. You can expect things to work and they do."

-Jim Houriban, Tweak Films

"The keys to OS X are that it's UNIX inside and Mac outside. This combination of stability, support for industry standards, and wide developer support coupled with Apple's Aqua graphical user interface and emphasis on graphic performance makes this a truly great operating system."

- David Coursey, ZDNet AncborDesk

"We're old hardcore UNIX hackers, so a BSD-based system is mother's milk. Everything you expect to be there is there, and it works right."

 Dave Weininger, President, Daylight Chemical Information Systems, Inc.



A Revolutionary Move Apple's OS is now Unix-based

- Most solid, proven foundation
- Going mainstream
- Fastest way to many features
- New markets

A Revolutionary Move Apple's OS is now Unix-based

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What Explains Unix Longevity and Strength?

What Explains Unix Longevity and Strength? Technology:

- Right low-level abstractions
- Clear separation Kernel / User
- Clear separation non-UI / UI
- Philosophy of small blocks
- Loose integration via scripting

What Explains Unix Longevity and Strength? But also . . : •

- Server focus => reliability, scalability
- Darwinian evolution of various flavors
- Passion of Linux and FreeBSD
- Open source
- Part of CS curriculum

Mac OS X Relation to Unix?

- Preserve the strength and spirit
- Add value
- Improve base
 - Mobility, power mgmt, drivers, Kernel, VM, real-time, . . .
 - API cleanup
- Only deviate if significant value

Evolution in the Works: Upgrade

- Refresh POSIX APIs
- Updates to FreeBSD 4.4
- IPv6 / IPsec
- Updated: emacs, curses, libc, bash
- Pluggable Authentication Modules
- gcc 3.0
- Terminal UTF-8 support

Evolution in the Works: Add, Integrate



- samba
- python
- CUPS—printing backend
- PPTP VPN
- Integrate
 - LDAP
 - Directory Services adoption

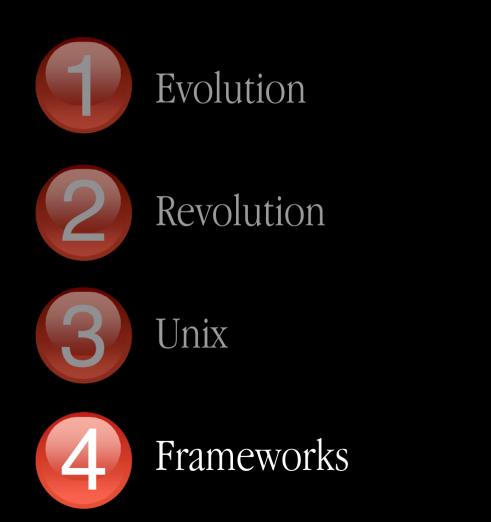
Unix-Power

- Revolutionary move
- Now evolving . . \cdot

Where We Are Headed



Where We Are Headed





Frameworks

Scott Forstall Director, Frameworks

Frameworks

Evolving quickly to enable revolutionary applications

Jaguar Is One Evolved Cat

- Networking
- Web Services
- Address Book APIs
- International
- Universal Access
- Cocoa and Carbon improvements and integration

Jaguar Is One Evolved Cat

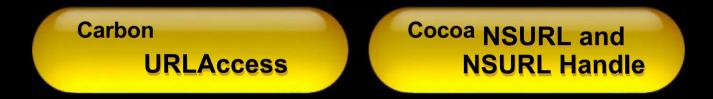
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So You Have Got a URL?



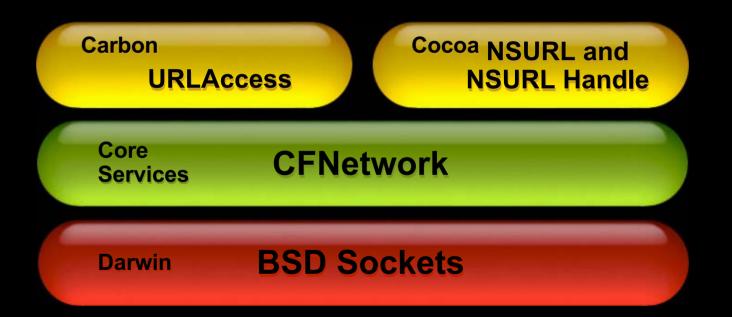
Cocoa NSURL and NSURL Handle

But You Want More!





Hello CFNetwork



CFNetwork

- Power
- Control
- Speed

CFNetwork Gives You Power

A full HTTP/1.1 engine
SSL/TLS socket streams
Net Services APIs (Rendezvous/ZeroConf)

CFNetwork Gives You Control

- Manipulate HTTP transaction directly
- You control when bytes are read and written
- You choose the threading model
 - Run loop
 - Thread pools
 - Blocking

CFNetwork Gives You Speed



- Fast
- Small footprint
- Lightweight
 - No UI
 - Usable by daemons

CFNetwork: We Use It













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We Are Building on CFNetwork



BSD Sockets

What Are Web Services?

- Google
- BabelFish
- Weather
- Barnes & Noble
- FedEx
- eBay
- . . and many others

What Is a Web Service?

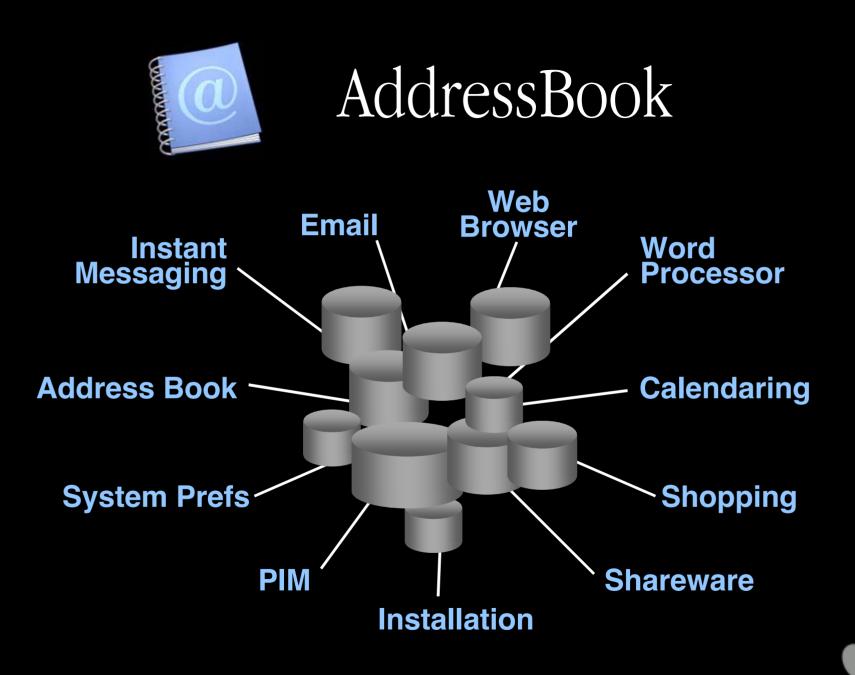
- Service
 - Set of functionality
 - Exposed as API
- •Web
 - APIs callable over the Web
 - Parameters written as XML
 - Generally packaged as SOAP message
 - Generally transported with HTTP

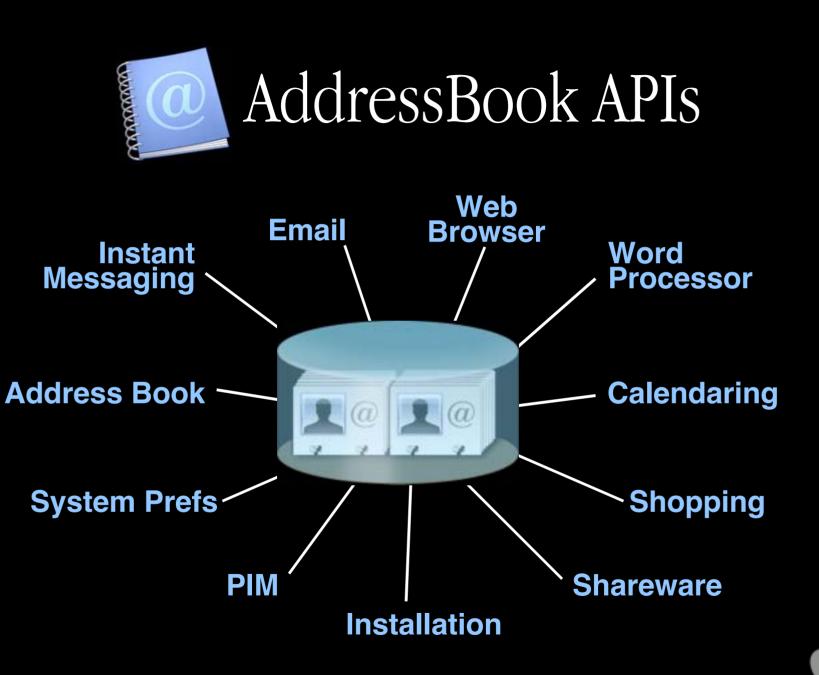
What Have We Done?

- Support standards
- Mac OS X 10.1
 - Made AppleEvent manager WebService-aware
 - Enabled AppleScript access to WebServices
- Jaguar
 - Added WebServicesCore
 - Client C API for SOAP and XML-RPC

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A Truly International OS

- Single installation in fifteen languages
- Half of Apple revenue comes from outside the U.S.
- Support Unicode standard throughout
 - No garbled text

Added Spell Checking Support

Deutsch
Francais
Nederlands
Svenska
Portugues do Brasil

Espanol
Italiano
Portugues
British English

How Do You Spell That?

- Multilingual setting
- Improved spelling algorithm
 - Was dictionary
 - Now algorithm analyzes plurals, apostrophes, stemming, etc.

How Do You Spell That?

• 33% larger English dictionary

Talentless simpleminded cockamamie filmmakers prioritized clunky skateboards...surreal!

International Text

Better access to characters and glyphs

- Unicode 3.2 support
- Surrogate support
 - Access to one million glyphs
- Improved Japanese input method
- New character palette
 - Dingbats
 - Symbols
 - Extended character set of all fonts

Enabled New Languages

 Cyrillic, Arabic, Hebrew, Thai, Devanagari, Gurmukhi, Gujarati, Icelandic, Turkish, Greek, Croation, Romanian, Slovenian

Hawaiian



Enabled New Languages

- Cyrillic, Arabic, Hebrew, Thai, Devanagari, Gurmukhi, Gujarati, Icelandic, Turkish, Greek, Croation, Romanian, Slovenian, Hawaiian
- Bi-di support

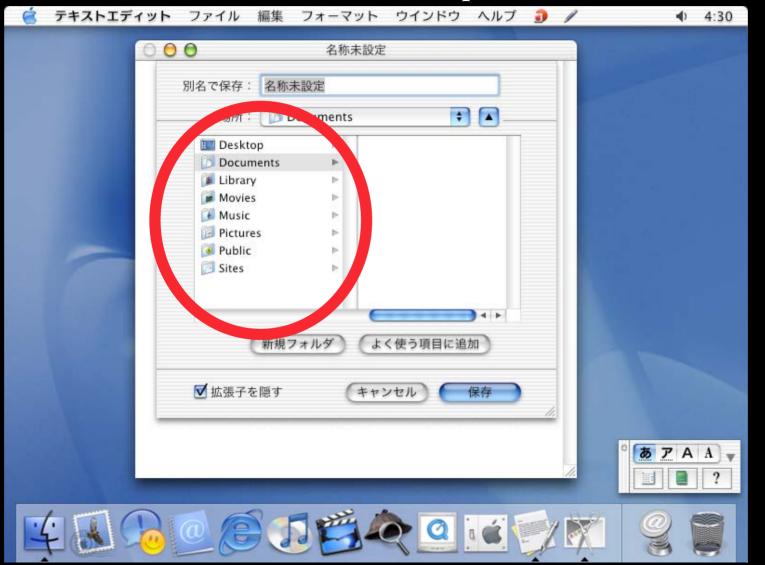
Mac OS X 10.1 in English

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	🛄 Desktop 🕞	
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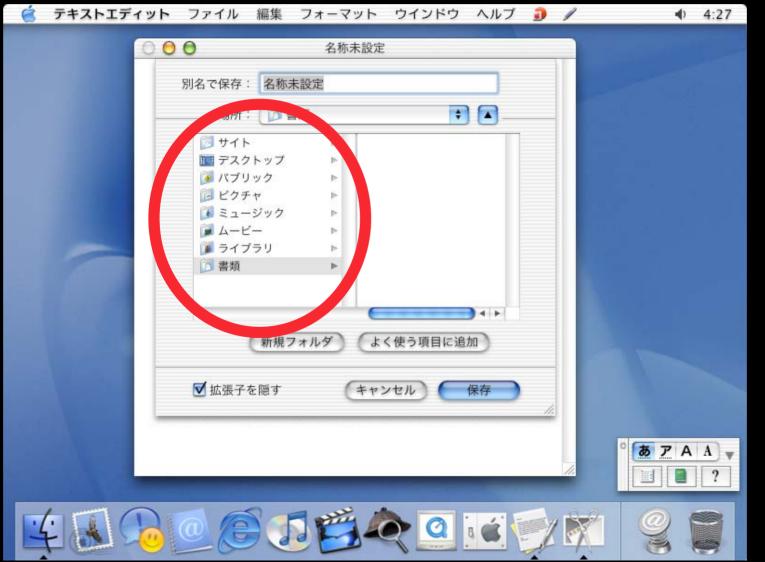
Mac OS X 10.1 in Japanese

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Mac OS X 10.1 in Japanese



Jaguar in Japanese



Localized View of the Filesystem

- Multiple simultaneous localizations (SBML)
- Compatible with previous installations
- Localized view, not localized filesystem
- Minimal performance impact
- User changes override localizations

- Networking
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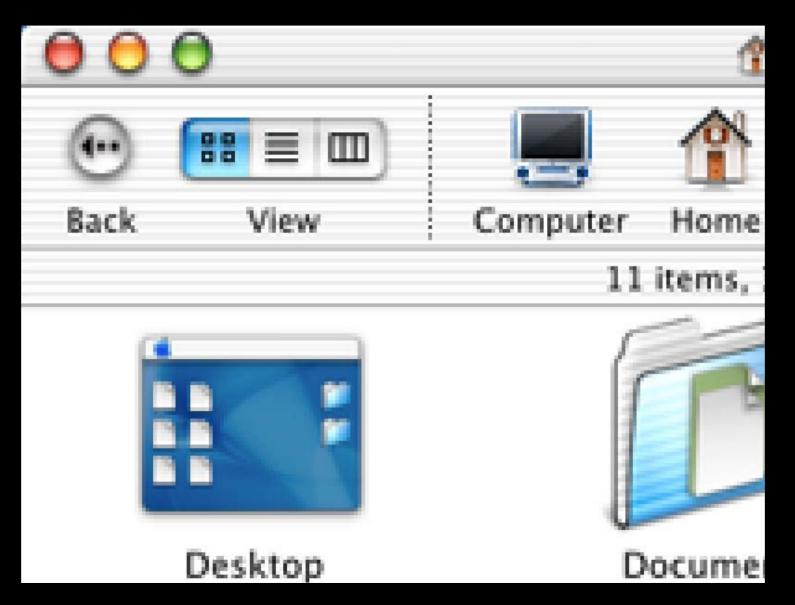
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Universal Access



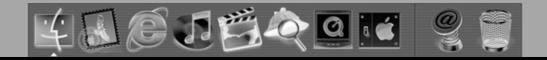
- Enable all users to enjoy Mac OS X
- Most comes for free
- Minimal developer requirements for some features

Zoom



Inversion



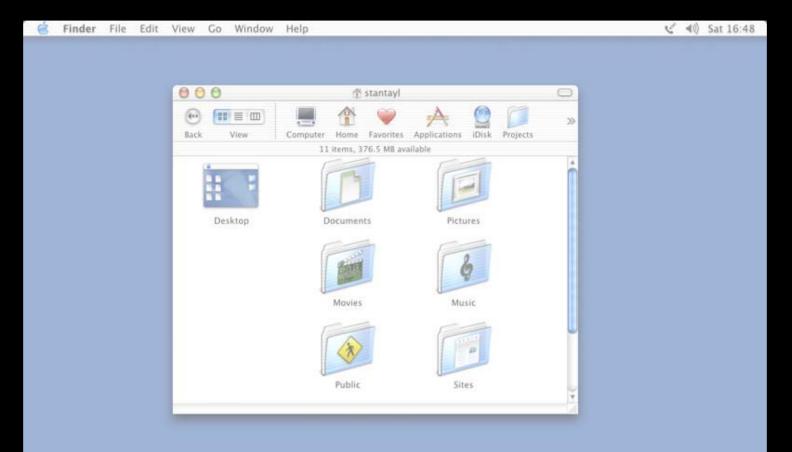


Visible Beep





Visible Beep

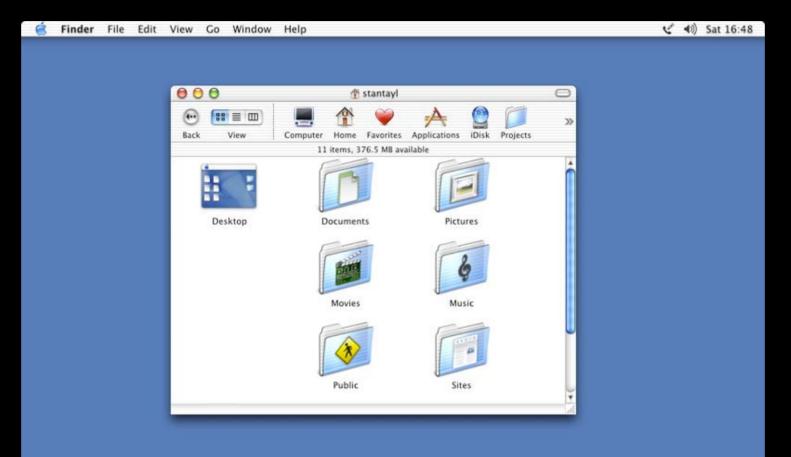




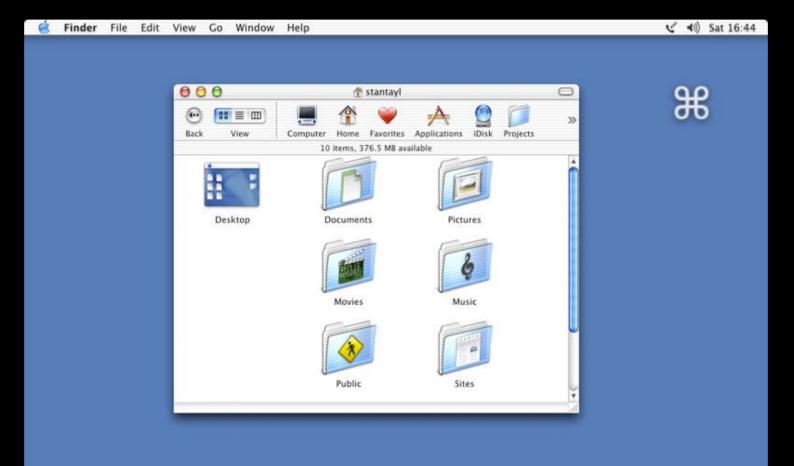
Visible Beep



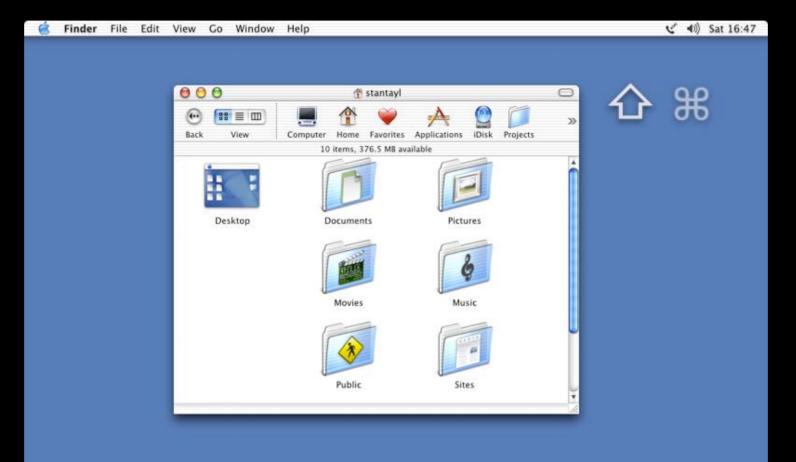




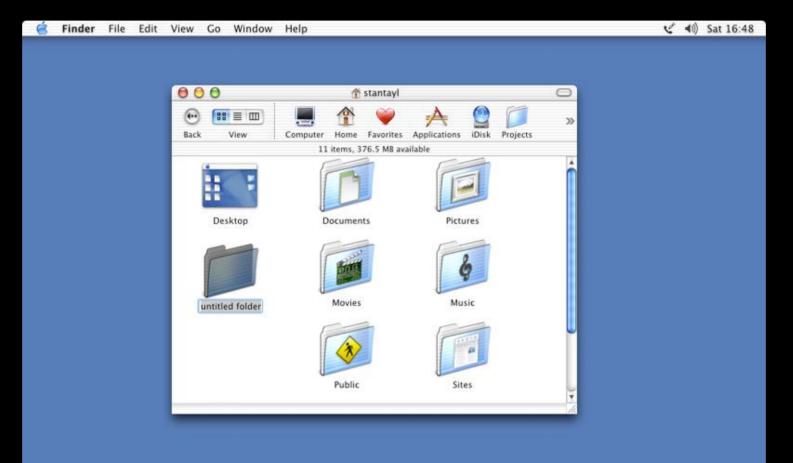










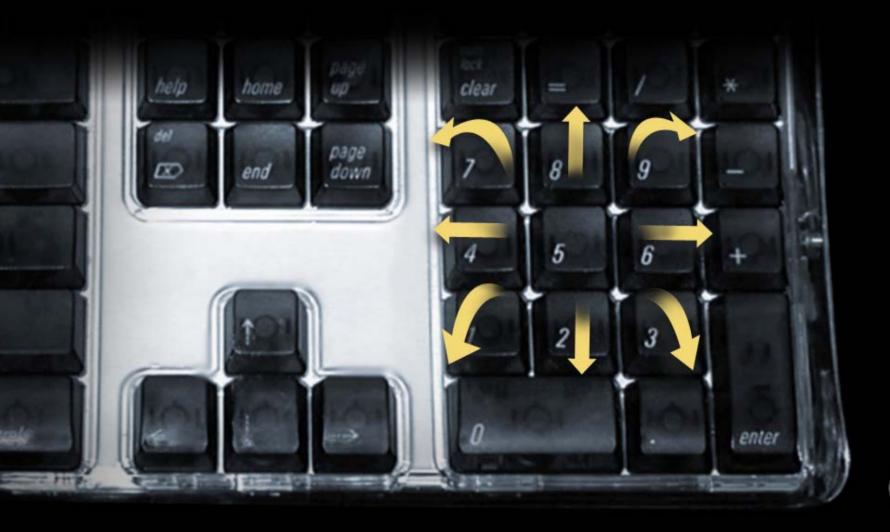




Slow Keys



Mouse Keys



Your Job for Accessibility

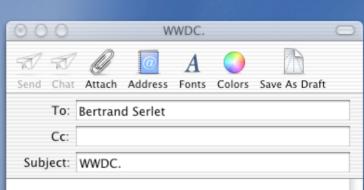
- Keyboard navigation and other assistive APIs
 - Automatic for standard controls
 - Carbon: customize with CarbonEvents
 - Cocoa: customize by overriding methods and implementing informal protocol
 - Interface Builder support
- Enables screen readers

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Quiz Time

- How can you spot:
 - An iApp?
 - A Cocoa app?
 - A Carbon app?



I think we should tell a joke during the presentation - What do you think?

00

Scott.



Ψ.

Four years ago we introduced the first iMac. It changed the way people use computers. It changed the way people look at technology. Some people even said it changed the world. Now, six million iMacs later, we're doing it again.

👔 imac

The new iMac is designed around a stunning 15-inch LCD flat screen that's brighter, sharper and easier on the eyes than old-fashioned CRT displays. And instead of requiring your neck, shoulders and back to do the adjusting, the new iMac's display literally glides through the air — allowing you to effortlessly adjust its height or angle with a touch of your finger. Inside its ultra-compact 10.6-inch base lives the fastest iMac ever, with a Pentium-crushing 800MHz PowerPC G4 processor that blazes through Mac OS X applications. And our revolutionary SuperDrive that lets you burn your own DVDs in addition to custom CDs. It's clear that the new iMac is several leaps ahead of any other computer out there. Just like its predecessor.

Three beautiful models

You have a choice of three new iMac models: the 800MHz iMac with SuperDrive (DVD-R/CD-RW), 700MHz iMac with Combo drive (DVD-ROM/CD-RW) or the 700MHz iMac with a CD-RW drive. All models ship with the fearsomely fast NVIDIA GeForce2 MX graphics processor for photorealistic games and spectacular 3D graphics.

Compact design saves desk space

How did we pack so much into such a small space? Credit a design approach that optimized every bit of space and resulted in no wasted corners. Starting with a customdesigned circular logic board that fills the entire diameter of the base, we created



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I think we should tell a joke during the presentation - What do you think?

00

Scott.



Ψ.

Four years ago we introduced the first iMac. It changed the way people use computers. It changed the way people look at technology. Some people even said it changed the world. Now, six million iMacs later, we're doing it again.

The new iMac is designed around a stunning 15-inch LCD flat screen that's brighter, sharper and easier on the eyes than old-fashioned CRT displays. And instead of requiring your neck, shoulders and back to do the adjusting, the new iMac's display literally glides through the air — allowing you to effortlessly adjust its height or angle with a touch of your finger. Inside its ultra-compact 10.6-inch base lives the fastest iMac ever, with a Pentium-crushing 800MHz PowerPC G4 processor that blazes through Mac OS X applications. And our revolutionary SuperDrive that lets you burn your own DVDs in addition to custom CDs. It's clear that the new iMac is several leaps ahead of any other computer out there. Just like its predecessor.

Three beautiful models

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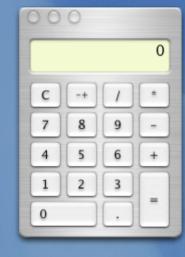
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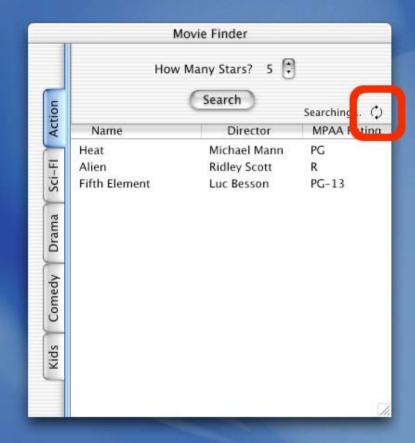
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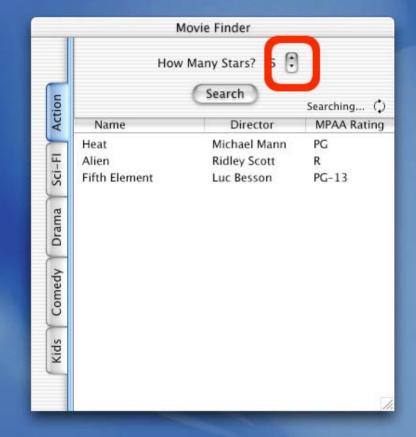
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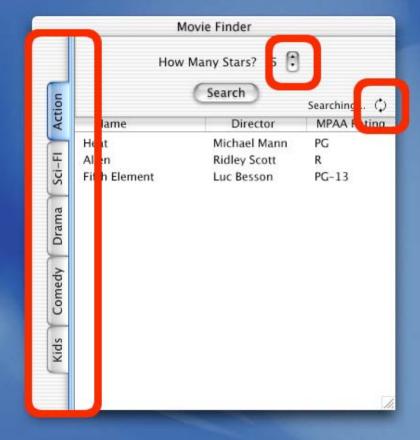






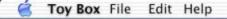
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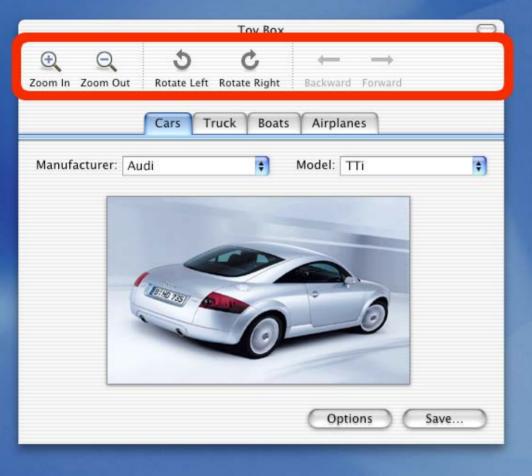




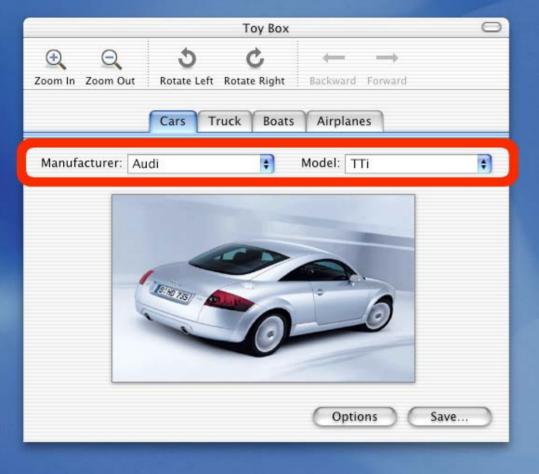




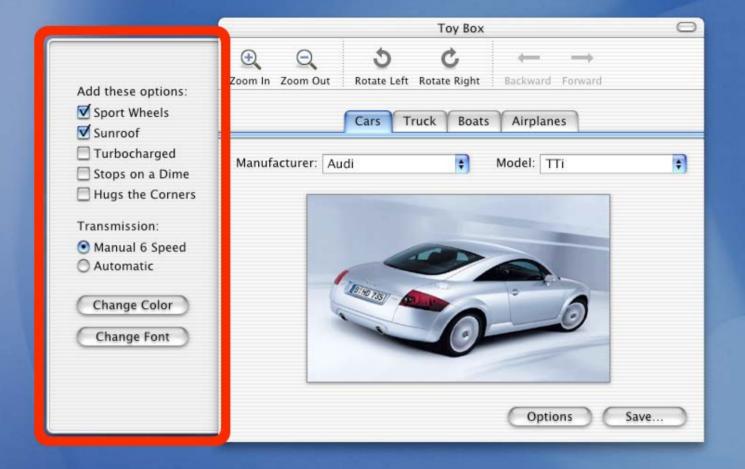


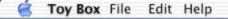


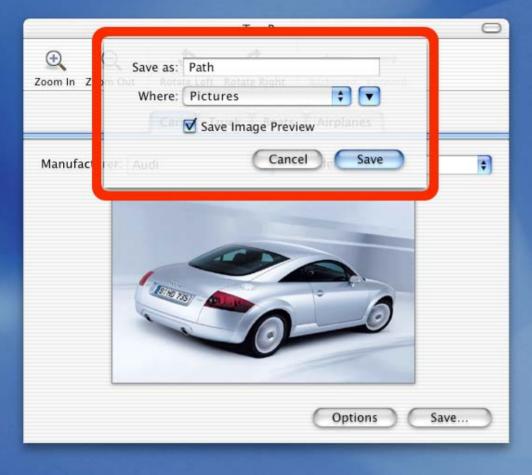


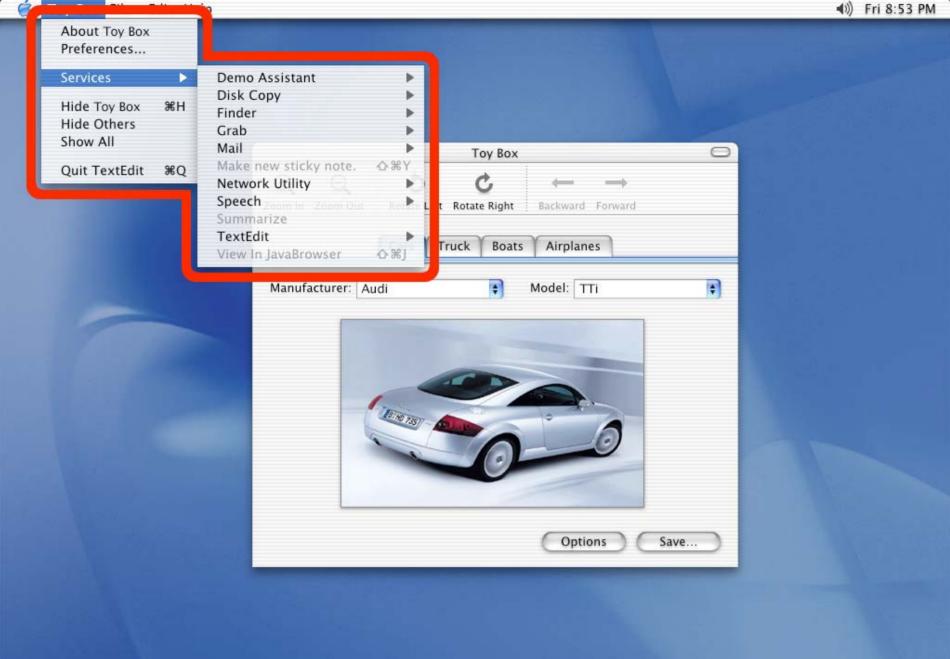


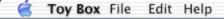


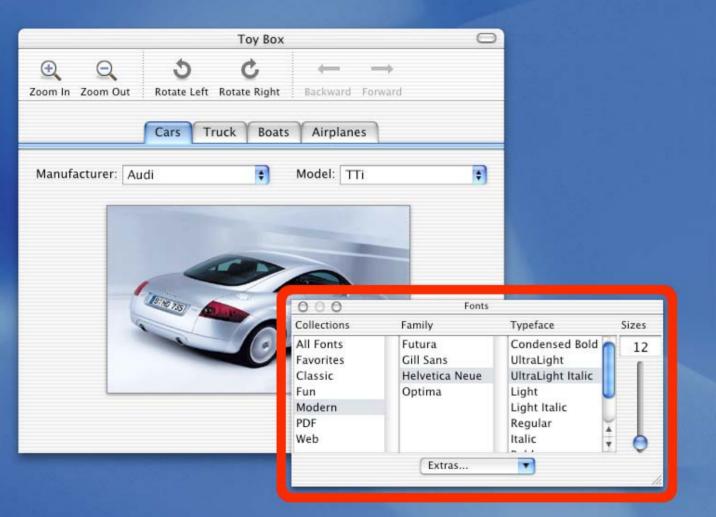


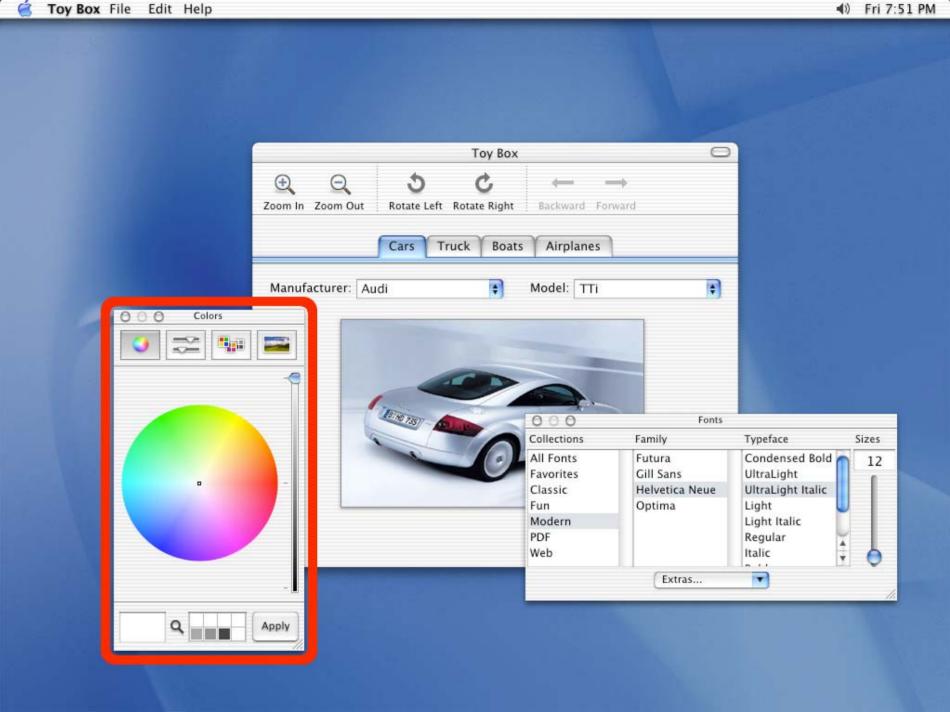






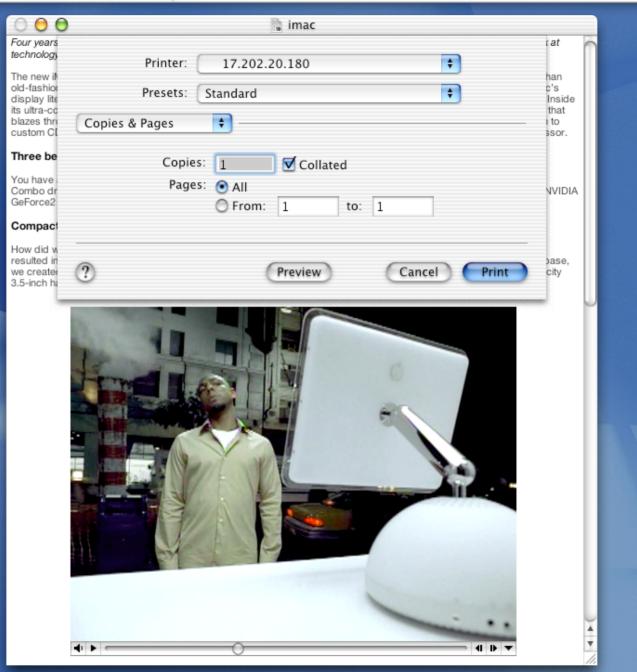


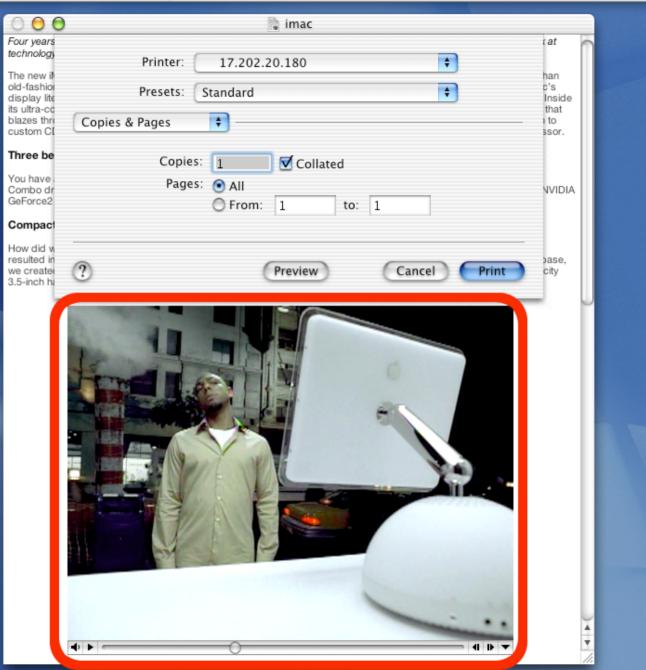


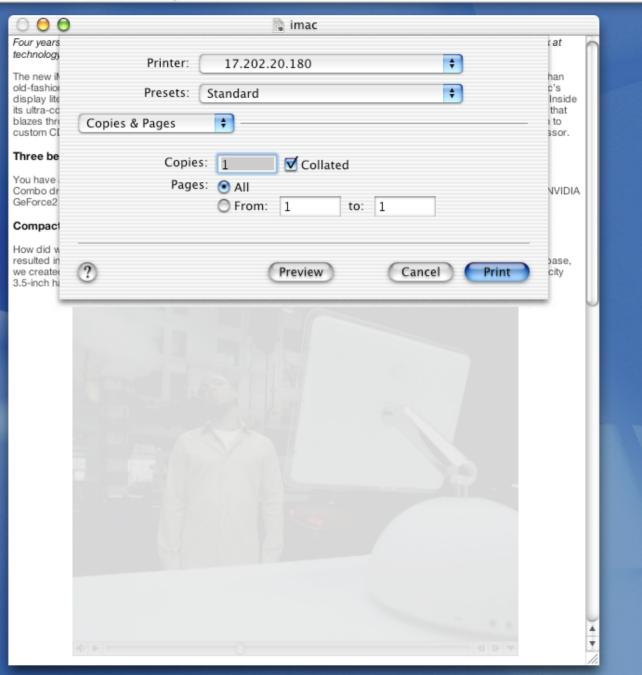


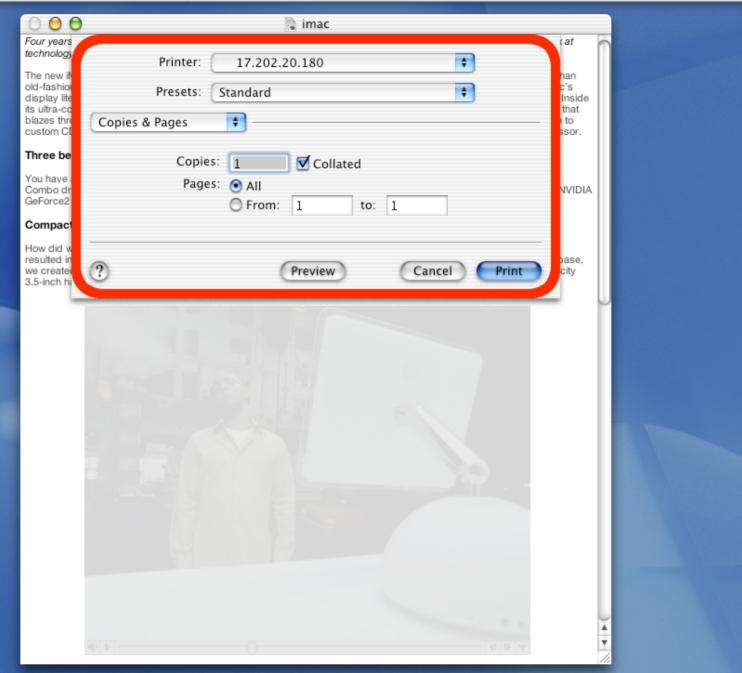
Carbon and Cocoa Integration

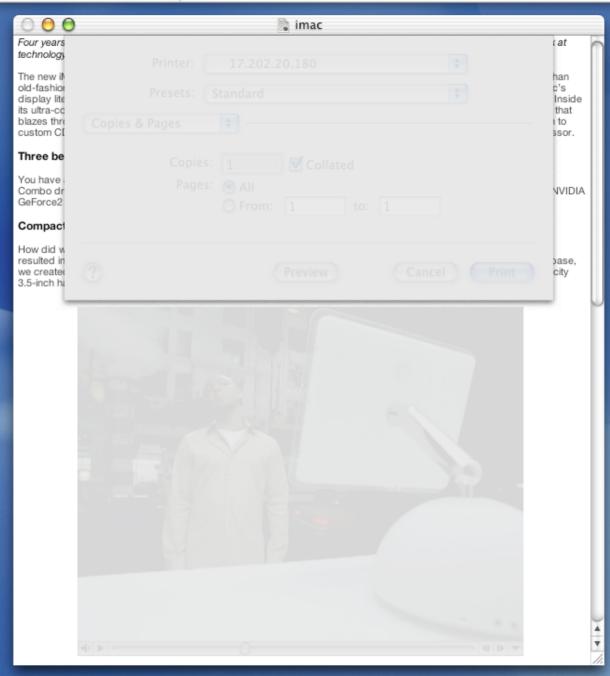
- We have been doing it all along
- Now we are opening it up to you







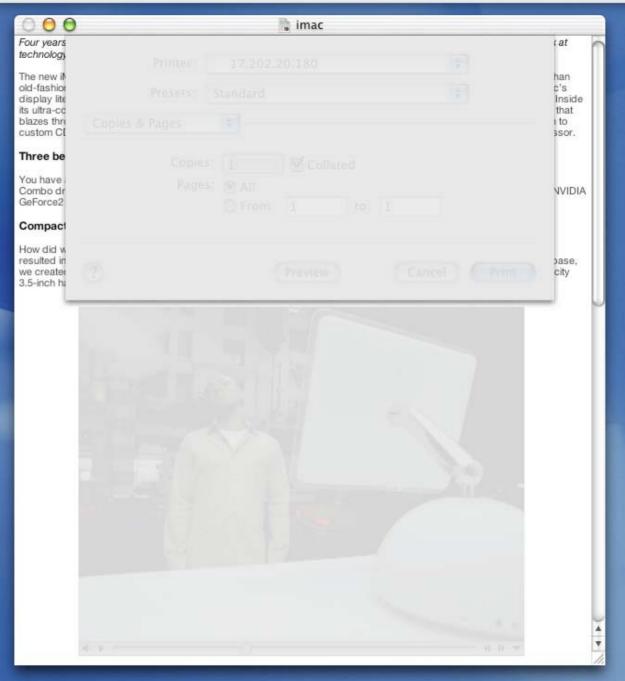




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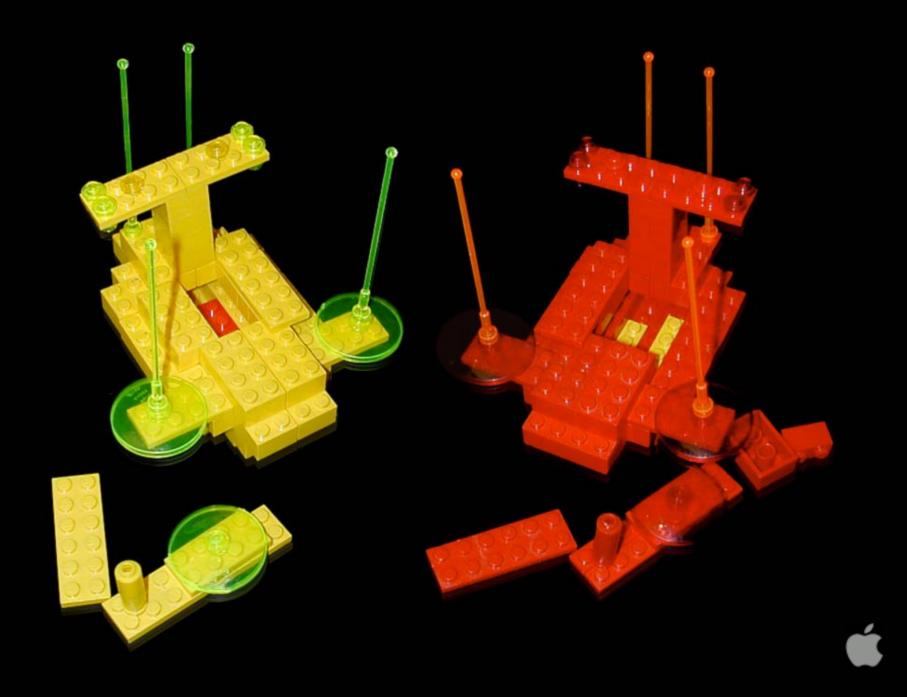
Oh the Endless Possibilities



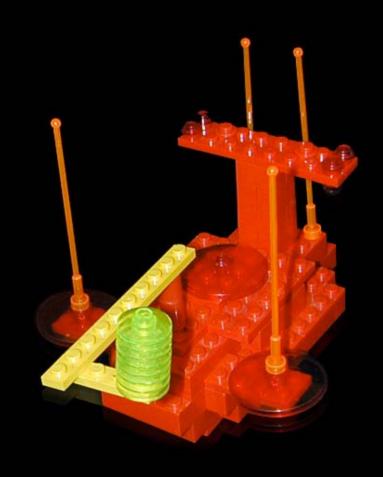
- Use Cocoa from Carbon and vice versa
- Non-UI integration supported since 10.1
 - Resource Manager
 - Spell Checker
- Window-based UI integration new for Jaguar
 - Host Cocoa plug-ins



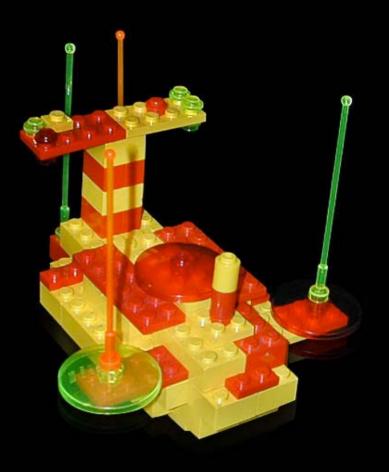
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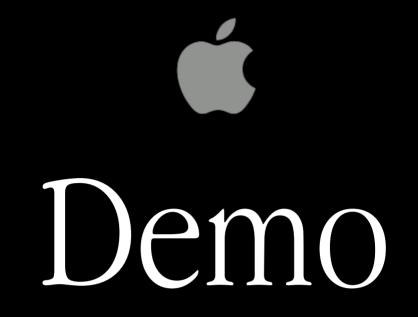


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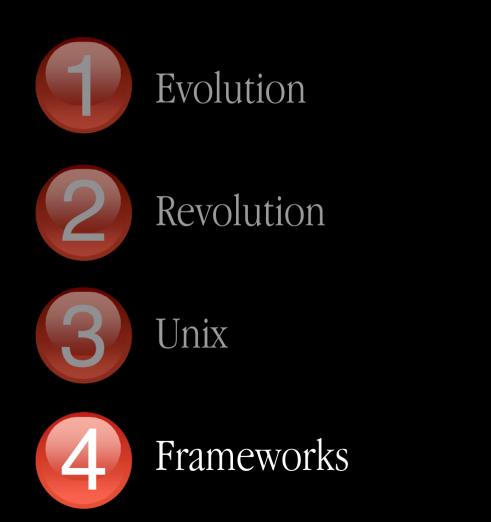
Documentation

• Integrating Carbon and Cocoa in Your Application

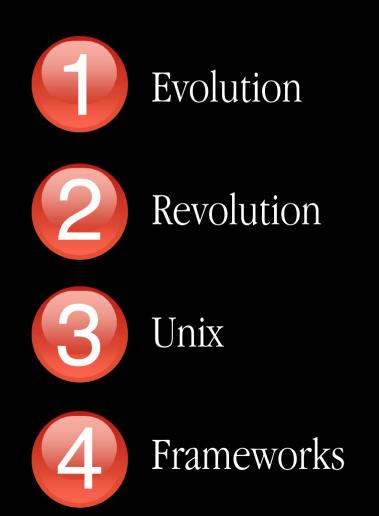
ADC Member Site > Download Software connect.apple.com



Where We Are Headed



Where We Are Headed



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Jaguar Pre-Release



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